Whitman

STAMP & COIN SUPPLY MERCHANDISER

WHITMAN HOBBY DIVISION • WESTERN PUBLISHING COMPANY, INC.

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1971 RED BOOK CHANGES ADD ZEST TO CATALOG

It's Red Book time again, and for the twenty-fourth successive year coin collectors throughout the country are eagerly checking their catalogs to see the latest price changes.

What will they find this year? Plenty! The book is full of price revisions—both up and down. But these are not the only changes in the new 1971 edition of R. S. Yeoman's *Guide Book of United States Coins*. This year readers are in for a big surprise.

The important addition that makes this year's book different from all previous editions is a nine-page chapter of facts and figures entitled "Old Red Books Never Die." This all-new section was compiled by Mr. Yeoman over many months and is Whitman's answer to collectors who have suggested that the book could serve as a guide to investing in coins as well as covering the technical numismatic aspects.

In this rather radical departure from previous editions, the author has selected 65 important coins and tabulated price performance with values quoted from each edition of the Red Book since its inception. Comments and case histories are given to show exactly what has made the difference between the growth in value of "normal" coins versus "sleeper" and "glamor" issues.

The basic premise of this innovation is that a given coin's potential value can only be determined if the investor knows something about its past. Up to now this information was usually available only to those collectors who were fortunate enough to own a complete set of all editions of the Red Book. Unfortunately, we know that very few people own all of these books. It has only been in recent years that a number of collectors have attempted to save each edition to form a growing trend and one that we heartily encourage. Collectors who buy a new book each year and save it will eventually own a good set of records to use for price trend comparison. No doubt the added feature in the 1971 Red Book will encourage many others to do the same.

R. S. Yeoman working on the charts featured for the first time in the new Red Book. These compare coin values listed in the last twenty-three editions.

Paramount among other changes in this year's Red Book are the new values shown for all coins. Following our tradition of the past several years, we are offering a condensed recap of the more significant values that are listed.

In the Colonial section, where there seems to be much new interest among collectors vying for specimens in choice condition, prices are significantly up on all popular issues. New price columns have been added to show the value in additional grades for several coins. Many low condition coins show price increases, as the entire series is becoming so scarce that better specimens are seldom available.

In the regular United States series, half cents and large cents show price increases mainly for scarce dates and high grade condition. Type collector influence has raised the price of many early dates, even in the lowest condition. There are few changes in late dates.

Small cent prices have fluctuated both up and down, but basically there were few changes. The key dates, 1856, 1877, 1909S, have dropped in value, and some of the Lincoln cents are also down.

Many changes were also made in the 2¢ and 3¢ series. Some of the 3¢ nickel proof values are down, while uncirculated coins went up. Three cent silver prices were generally down in most grades.

In the nickel 5¢ series, a firm price has now been listed for the 1867 proof with rays, and several values were lowered in both the Shield and "V" type series. A Very Fine column of prices has been added to the Buffalo and Jefferson nickels. Significant changes are reflected in the lower prices of several key dates.

The early dates of uncirculated half dimes are up in value this year, and bust type coins in all grades are up. The Liberty Seated pieces without stars show lower prices, but there are few other changes.

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PACKAGED COIN TUBES SHOW PRICE INCREASE

Many dealers will soon have to increase the suggested retail price of packaged Whitman coin tubes to 79¢ to maintain a normal markup based on a new wholesale price. Although price increases are always trying, the decision to increase the wholesale price was the result of a feeling that it was far better to retain the high quality inherent in Whitman products and the unique packaging of the tubes rather than sacrifice these qualities for a lower price.

Improvement of its products is the constant aim of Whitman, and to this end every article produced by this Company is given a periodic examination. If at all possible, the product is improved in quality or changed to produce a more functional article. The latest item to come under our scrutiny was the coin tube package, resulting in a minor change which we hope will result in an even more salable and customer-pleasing package.

Packages in which the coin tubes are wrapped are still manufactured of the same high quality cellophane, but their contour is slightly altered. The slanted end has been squared off, making a package more convenient for counter display, hanging, or stacking. The Pak is sealed as before, forming a dust and dirt resistant package and one impervious to pilferage.

The Safe-T-Loc coin tubes encased in these cello and cardboard Paks are the same as those previously sold. Sales records have consistently demonstrated their popularity, and users are highly pleased with the screw-top lid. These coin tubes are made of the same high-quality plastic as before and are the perfect housing for rolls of coins, especially those in better grades of condition. Air pollution is reduced to a minimum, and you can be sure your customers will be more than satisfied with this durable, high-performance tube.

AND . . . it has been rumored that these same tubes are perfect containers for diverse other articles that are small and easily lost. We don't need to mention specific cases—their number is legion. Even the lady of the house has been known to requisition them for her own use.

It is unfortunate that in these days of high labor, shipping, and material costs, Whitman has found it necessary to increase the wholesale price of Tray Pak coin tubes. We very much regret having to make such a decision, but the times dictate our actions and force our hand. We are, however, confident that Whitman quality and performance will continue to produce high consumer demand. ■

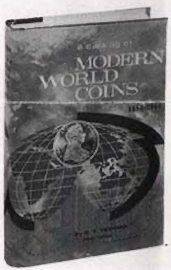
MODERN WORLD COINS IN NINTH EDITION

It seems that collectors and dealers who make up the numismatic fraternity sometimes take things quite for granted. A couple of good examples are the Red Book and the Modern World Coins catalog. How many ever stop and think of the tremendous effect books such as these have had on the hobby. They have literally changed the collecting habits of the world! Consider R. S. Yeoman's *Catalog of Modern World Coins* that is now going into its Ninth successful edition and is *the* accepted standard reference on world coinage. Its use is universal, just as with so many other books and products in the Whitman line. It has in fact become so popular in the Orient that it will soon be licensed for publication in the Japanese language (just as with the newer volume, *Current Coins of the World*)—further testimony as to its acceptance everywhere.

The enormous popularity of this book has come about because it has been found to be an indispensable tool for the collector of world coinage. The Brown Book, as it is popularly known, is more than just "a coin book"—it is in fact an outline of all coinages of all countries of the world in the approximate period of 1850 to the 1960's. Arrangement is by "type"—meaning that there is but a single listing for a coin which may have been issued only one year or over a period of years but with the same design, and all issues in all metals are covered. Each coin type is then assigned a number—known in the trade as a "Y-number"—and most lists and sales refer to these numbers as a matter of course.

In 1966 it was decided to start another book to take in the constant flow of new coinage issues of the world, and the Brown Book was then closed off, indicating simply that no more new coin issues would be added. (The subsequent book, *Current Coins of the World,* is already in its 3rd revised edition.)

When the Brown Book was closed to new issues, questions were raised as to if and when new editions would be necessary. The answers, of course, are obvious. To begin with, the book is closed off only with respect to its coverage but remains vitally alive to the ever-changing and active world coin market. The inner workings of the book are always subject to great changes and improvements as new information on specialized subjects becomes available. Thus, when a catalog on a special country or coinage appears, Whitman's editors are right on top of it to glean any pertinent facts which may alter or clarify the listings in the Brown Book. Another source for new information is the widely diverse group of specialists who are in constant contact with the Whitman staff. Working with such specialists may result in beneficial changes in various parts of the Brown Book even though no comprehensive text exists. This is exactly what happened with China in the new 9th edition. Editor Holland Wallace, in conjunction with a number of well known experts in the field, made a complete overhaul of this large (30-page) and important part of the book; now, many types never before illustrated are shown, groupings are more clearly ar-



ranged, and coins can be identified with greater ease. Other sections and countries also received some revision work, and a number of new and beautiful illustrations were added where possible. The China section took several years to work up to its present state, and similar treatment is planned for other parts of the book on a continuing basis.

Aside from strictly editorial changes, the basic feature of the book—its list of current coin values—is of vital importance to collectors. Whitman's large panel of contributors came through in grand style, and the whole book contains up-to-date valuations for coins in conditions most likely to be found by collectors.

Let's take a little closer look at the rather imposing list of contributors to this book. Of the almost 100 individuals participating, somewhere close to half are from outside the United States. This provides a very broad base on which market prices can be established. Many of these specialists are well known in their respective countries as eminent numismatists, either as collectors or deal-

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1971 RED BOOK CHANGES ADD ZEST TO CATALOG

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The most significant action in dimes was for the 1796, on which prices are up in all grades. In fact, many of the early dates have gone up in value, especially the bust type pieces from 1829 to 1837 in uncirculated condition. It is interesting to note that the 1845-O in uncirculated condition, which has always been considered scarce, now has a dash (—), acknowledging the possibility of the coin being unique, as cited in the recent sale of the Miles specimen.

Mercury dimes show many price reductions, particularly for late date uncirculated pieces. 1916, however, is up. Prices for lower grades were added to this and the Roosevelt series, showing some degree of interest in collecting in that field.

As usual, uncirculated 20¢ pieces are up, but not nearly as much as in previous years. The same is true of Trade dollars and this is surprising, as these series have gone up in value in all conditions for the past several years.

Early quarters follow the pattern set by dimes and half dimes, where the higher grades and bust type coins have gone up in value. The popular pieces with arrows at date also show significant upward trends; however, Barber, Liberty Standing, and Washington quarters are holding steady with only slight up and down adjustments. New price columns were added where needed in several sections.

Changes in the half dollar series are most noticeable for uncirculated coins. Early dates are up. The 1853 with arrows is very much in demand and Barber halves now show a $95.00 minimum in top condition.

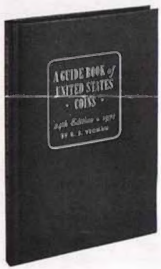
Bust type silver dollars are up in all grades and the Liberty Seated series shows price adjustments throughout. Morgan and Peace dollars were completely repriced, reflecting considerable activity and both upward and downward trends for various dates.

The gold market has changed rapidly over the past six months and prices in this section had to be carefully compiled. All early date gold coins, dollars and $3.00 pieces, are collector's items and not subject to the fluctuations seen in common late date $5.00, $10.00, and $20.00 pieces. Most of the "collector" pieces held steady or showed slight increases. Major gold price revisions are for the common pieces and here all grades and dates have been adjusted to reflect the new lower market conditions. Research has singled out a few "sleepers" and these have been priced accordingly.

There has been a great deal of activity in commemorative halves during recent months and many of these coins show sharp price increases. Proof sets, on the other hand, are still rather dormant, and current values are not nearly as high as they were a year ago.

In the private gold section, very few changes have been made in the value of these rare and expensive coins. Some careful editing was done to shorten this section to make room for the important chapter on price trends previously mentioned.

Altogether, the 1971 Red Book is an edition full of changes and one that we



know collectors will certainly need. The price of the book has not been changed and it still contains 256 pages packed full of the most useful information covering all aspects of United States coins. We are sure that this edition, like its predecessors, will retain its position as the number one coin book in the world. ■

HANDBOOK SALES REMAIN STRONG

R. S. Yeoman's *Handbook of United States Coins* has been a success since its advent in 1941. Since that time, millions of copies have passed over dealers' counters into the eager hands of coin collectors all over the country. Buyers are not confined to any one category, but are scattered throughout the entire spectrum of the coin collecting fraternity. Beginners learn the fundamentals

of coin collecting, and continuous perusal of the *Handbook* over the years generates a happy familiarity with the more common U.S. coins and a respect for the rarer pieces. In time the beginner expands his area of collecting, resulting in an even more careful reading of the Blue Book.

The advanced collector of U.S. coins has an equally valid reason to purchase a copy of the Blue Book. Every coin collector, in whatever stage of advancement, desires to know the value of his coins. And should he at any time wish to divest himself of his collection, the current prices are there at his elbow, waiting to be computed.

To satisfy this need of coin collectors for the *Handbook of United States Coins*, every dealer should at all times have an adequate supply on his shelf. The selling season for the 27th (1970) edition has many more months to run before its expiration. Thousands of copies will change hands before that date. A well-equipped stock is the basis of satisfactory sales, and an aggressive selling program, coupled with local advertising, should result in a better-than-average performance over the sales counter. The *Handbook* is the country's 12th best seller in the non-fiction class and it behooves all of its vendors to take advantage of this prominence. Inventory your stock of this classic and order what you need. In the ensuing months sales will justify all claims made for this best seller. ■

MODERN WORLD COINS IN NINTH EDITION

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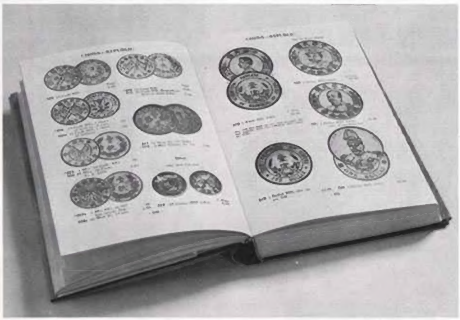
ers, and their help is vital to the success of the book. Of those contributors who live in this country, many of the names are immediately recognized as the top people in their fields, and it is they who in large measure formulate the valuations for each edition. No one individual is responsible for any given section; all values are averages taken from all those who have contributed.

To give you a partial listing of countries represented by the contributors, we cite the following: South Africa, U.S.S.R., Germany, Argentina, Colombia, Portugal, Spain, Canada, Romania, India, England, Norway, Sweden, Netherlands, Italy, Finland, Japan, France, Brazil, Bulgaria, Czechoslovakia, and several others. In many cases these contributors have come to us voluntarily, in a joint effort to produce a better book with each succeeding revision.

This 9th edition is also sparked by the addition of a very useful tool—a printed millimeter scale to aid in identifying coins which differ only in their sizes. Several previously unlisted coins have been included or reinstated, and a number of textual changes have been made. In essence, this edition is a major refinement of the book that is sure to be regarded as the most accurate version yet produced. It will be an absolute necessity for historians, researchers, and all collectors of world coinage.

Whitman stock number is 9053; suggested retail price of $5.00 has not been changed for several years, making it one of today's best bargains. ■



STAMP BARGAINS OFFERED

For the past several months, Whitman has been carefully appraising the stamp situation and has decided that a better performance can be developed by confining its sales efforts to a mass market line oriented toward the juvenile and beginner consumer. To implement this decision, inventory was taken of stock on hand, and all material not relevant to the new policy was immediately offered to jobbers in a "Spring Clean Up" sale. The letter detailing the surplus material has already gone out to all jobbers.

Included in this sale is a wide assortment of stamp packets, several loose leaf albums, and the Voyager Stamp Album Binder; album supplements from 1967 through 1969, label packets, and various accessories dear to the stamp enthusiast. Three higher-priced stamp kits are included. The prices of this merchandise have been severely cut, and in all probability will not be offered again at these discounts.

Dealers should look for corresponding values to be offered by their suppliers. A bargain in a package is often more appealing to a purchaser than a single sale item, and packages that will appeal to your own customers can be created whose diversity will depend only on the quantity you order. Be sure to take advantage of this offer immediately; this is an opportunity in which everybody wins!

As of this writing, Erv Felix, who served as Senior Stamp Editor for the past three years, is no longer with the Whitman organization and is now pursuing his philatelic interests with another company. We wish him well. ■

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